



MARKETING, PR, ADVERTISING & DIGITAL MEDIA

1. Context Aims and Objectives.

As a member of the Abbeyfield family and signatory to the TAS membership agreement, we support TAS efforts to promote, publish and protect the Abbeyfield name and brand. The things we say in public, when engaged in marketing or advertising activities, and when interacting with government bodies and regulators will influence how people think and feel about Abbeyfield. We need therefore to be clear and consistent in our communications, whether we use traditional or social media and to ensure that we observe high levels of quality and integrity standards in line with Abbeyfield core values and branding guidelines.

2. The Abbeyfield Brand

The Abbeyfield Society's branding is one of its most valuable assets. Abbeyfield is recognised in the sector as providing excellent services and it is incumbent on us as a member Society to operate in such a way as to maintain and develop the movement's strong reputation. We are required to display the Abbeyfield Logo on our houses, on letterheads and publications relating to the provision of our services and, as users of the brand, we will ensure that whatever the communication context, we will adhere to agreed policies and guidelines.

We will guard against any activity, both online and through traditional media channels, that could generate negative publicity and reputational damage on a wider scale.

One of the biggest threats faced by member societies, and the image of the Abbeyfield movement as a whole, is media coverage of negative regulatory reports, serious incidents and, in particular, safeguarding incidents. It is important that The Abbeyfield Society is able to have early sight of these types of reports and incidents, giving them the best possible chance in managing the associated risks. For this reason we will inform TAS immediately of any adverse report from a regulatory body, any serious incident that would under Charity Commission guidance need to be reported to them, and any safety or safeguarding issue that results in the injury of a resident, where resident safety has been put at risk, or where a member of staff or volunteer has by obligation been reported to an enforcement agency.

3. Marketing materials

The Abbeyfield logos should only be used as described in the brand guidelines document available from Abbeyfield Connect.



Abbeyfield Master Logo

- The solid roundel logo is used on coloured backgrounds, whereas the eclipse version is used on white backgrounds



Member Society Logo

- An orange lozenge is used to differentiate and highlight the Society's name
- We strongly encourage the use of this logo to keep consistency across the family

3. Websites

The TAS marketing department manages a central Abbeyfield website. Each society has a society web page and a property page for each of its houses or homes listed on this website. We are responsible for keeping the content accurate and up to date via TAS's marketing team – web@abbeyfield.com

We also operate our own local site – www.abbeyfieldlytham.org – and commit to keep and maintain this within the marketing and branding guidelines established by TAS.

4. Public Relations (PR) and Social Media

We recognise that the TAS marketing department has the responsibility for TAS social media sites including Facebook and Twitter and will manage these to promote the Abbeyfield brand and to share information in line with the law and their Equality and Diversity, Confidentiality, Privacy and Dignity, and Safeguarding Vulnerable People Policies.

As indicated in 2. above, we also recognise the need to take care with regard to any local PR material and social media content. We will consult with TAS both to ensure that any potentially negative outcomes are managed effectively and with the aim of increasing the national impact of positive material which may help to promote the brand and recognition of the Abbeyfield name.

5. Changes since previous version

Originally introduced in June 2018, the logos within this policy and references to Team Pages under section 3. Marketing Materials have been updated as part of the review in March 2020.